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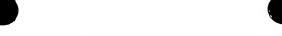
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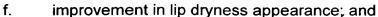
CLAIMS

WHEREFORE, IT IS CLAIMED:

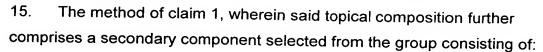
- A method of improving the aesthetic appearance of epithelia
 comprising:
 - applying to the epithelia a topical composition comprising:
 - a retinoid in an amount effective to improve the aesthetic appearance of the epithelia; and
 - a penetration enhancing agent in an amount effective to enhance penetration of said retinoid into the epithelia,
 - wherein said topical composition is applied to the epithelia for period of time effective to provide the improvement.
- 15 2. The method of claim 1, wherein the epithelia is selected from the group consisting of lip epithelia and vaginal epithelia.
 - 3. The method of claim 2, wherein the epithelia is lip epithelia.
- 4. The method of claim 1, wherein the improvement in aesthetic appearance is a reduction in the appearance of aging of the lips.
 - 5. The method of claim 4, wherein the aging of the lips is photoaging or intrinsic aging.
 - 6. The method of claim 4, wherein the improvement in aesthetic appearance is selected from the group consisting of:
 - a. improvement in lip color;
 - b. improvement in lip dryness;
- 30 c. improvement in lip clarity;
 - d. reduction in the number vertical lip lines;
 - e. reduction in the depth of vertical lip lines;

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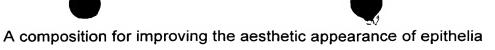




- g. combinations thereof.
- 7. The method of claim 1, wherein said retinoid is in amount from about 0.001 wt% to about 1.5 wt% of the total weight of the composition.
 - 8. The method of claim 1, wherein said retinoid is retinol.
- 9. The method of claim 1, wherein the penetration enhancing agent is selected from the group consisting of: an organic solvent, an alkyl sulfoxide, a phoshine oxide, a sugar ester, a anionic surfactant, a non-ionic surfactant; an Azone, a N-substituted di-isopropanolamine, a fatty acid alcohol, and mixtures thereof.
- 15 10. The method of claim 1, wherein the penetration enhancing agent is selected from the group consisting of ethanol, propylene glycol, butylene glycol, pentylene glycol, 2-pyrrolidone, 1-methyl-2-pyrrolidone, 5-methyl-2-pyrrolidone, 1,5-dimethyl-2-pyrrolidone, 1-ethyl-2-pyrrolidone, 2-pyrrolidone carboxylic acid, dimethyl sulfoxide, dimethylacetamide, dimethylformadide; alkyl sulfoxide; phosphine oxide; sucrose acetate, sucrose octanoate, 1-dodecylazaclo-heptan-2-one, oleic acid, linoleic acid, and mixtures thereof.
 - 11 The method of claim 1, wherein the composition further comprises a cosmetically acceptable vehicle.
 - 12. The method of claim 11, wherein the vehicle is selected from the group consisting of: an emulsion, a gel, and a stick, a suspension, a foam, a stick, a solution, a spray, a patch, a powder and a towelette.
- 30 13. The method of claim 1, wherein the composition has a pH less than about 7.5.
 - 14. The method of claim11, wherein the vehicle is anhydrous.



- a. a rexinoid;
- b. an estrogen synthetase (aromatase) stimulating compound;
- 5 c. a 5 alpha-reductase activity inhibitor;
 - d. an exfoliation promoting compound;
 - e. an ultraviolet (UV) light protecting/sunscreen agent;
 - f. a barrier function enhancing agent;
 - g. a barrier function enhancing agent;
- 10 h. an elastase inhibitor:
 - a skin lightening agent;
 - j. an antioxidant;
 - k. a skin warming agent;
 - I. a skin cooling compound; and
- m. an anti-pruretic/anti-itch compound.
 - 16. The method of claim 15, wherein the secondary component is said sunscreen.
- 20 17. The method of claim 16, wherein said sunscreen is selected from the group consisting of:
 - a. avobenzone;
 - b. octylmethoxycinnamate;
 - c. oxybenzone;
- d. titanium dioxide;
 - e. octyl salicylate; and
 - f. mixtures thereof.



a retinoid in an amount effective to improve the aesthetic appearance of the epithelia; and

- a penetration enhancing agent in an amount effective to enhance penetration of said retinoid into the epithelia.
- 19. The composition of claim 18, further comprising a sunscreen agent selected from the group consisting of :
- a. avobenzone;

18.

comprising:

- b. octylmethoxycinnamate;
- c. titanium dioxide;
- d. octyl salicylate; and
- e. mixtures thereof.

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